

LEO BURNETT COMPANY, Inc.,

Ad No. 191—Req. No. 40992—84 lines—B&W—1 col. x 84 lines—National, 1963 (B)

Printed in U. S. A.

BOND STREET



THE PIPE TOBACCO THAT STAYS LIT!

Bond Street keeps burning because of its Old English cut—a combination of flakes for even-burning and cubes for slower-burning. You'll like its aroma of fine domestic and imported tobaccos, too.

How much "cake"?

A pipe develops its flavor from its cake, but too much may actually crack the bowl. Never let the cake get thicker than a nickel; remove cake with a pipe reamer—a knife or sharp object may cut the briar.



A pipe! It's a great smoker, a pleasant companion.
BILHER-LYTTON



A product of Philip Morris Inc.



2061033178